What is claimed is:

- 1 1. A system of encapsulating a business process workflow 2 comprising:
- a process module having a plurality of states, each state containing
- 4 logic defining a portion of a business process, and containing an identifier
- 5 of a corresponding view to be presented to a user;
- a controller in communication with the process module and a user
- 7 interface, wherein the controller translates user input and invokes the
- 8 process module in response thereto, and wherein the controller further
- 9 receives the view identifiers from the process module and generates views
- 10 for the user compatible with the user interface.
- 1 2. The system of Claim 1, wherein the controller comprises:
- a content engine connected to the interface for receiving user inputs
- and invoking the process module in response thereto, and for receiving the
- 4 view identifier therefrom;
- a channel adapter connected to the content engine for receiving the
- 6 view identifier form the content engine, and selecting a presentation to be
- 7 generated for the user, and connected to the user interface for
- 8 communicating the presentation to the user.

Declaration Attorney Docket No. 0544MH-40021 Page 2

- 1 3. The system of Claim 1, further comprising:
- a second controller in communication with a second user interface
- 3 and with the process module, wherein the second controller translates
- 4 user input from the second user interface and invokes the process module
- 5 in response thereto, and wherein the second controller further receives the
- 6 view identifiers from the process module and generates views for the user
- 7 compatible with the second user interface.

A method for responding to a user request received/over a channel, 1 4. 2 comprising the steps of: providing a process module having a plurality of states, each state 3 4 containing logic defining a portion of a business process, and containing 5 an identifier of a corresponding view to be presented to a user; 6 receiving the user input over the channel; sending the user input to the process module; 7 within the process module, changing a state thereof and generating 8 an identifier of a view to be presented to the user; selecting a view to be presented to the user which is compatible 10 11 with the channel; and 12 sending the view to the user over the channel. The method of Claim 5, further comprising the step of: 1 5. when changing state within the process module, accessing a 2 business application software module to determine which view identifier to generate.

- 1 6. The method of Claim 5, further comprising the step of:
- when changing state within the process module, accessing a
- 3 database.
- 1 7. The method of Claim 5, further comprising the step of:
- 2 when changing state within the process module, modifying data in a
- 3 database.

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